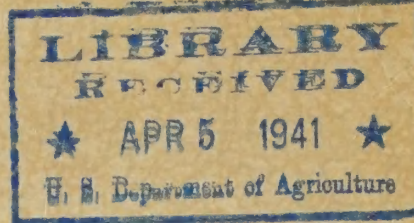


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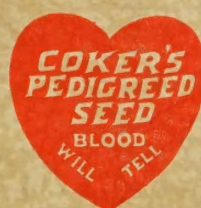
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COKER'S PEDIGREED SEEDS

SPRING - 1941



COKER'S PEDIGREED SEED COMPANY
HARTSVILLE, SOUTH CAROLINA

*"Farming with poor seed is like cutting
with a dull axe"—January 1, 1921.*

DAVID R. COKER (1870-1938), *Founder*
COKER'S PEDIGREED SEED COMPANY

TO OUR FRIENDS



WE want to take this occasion to thank our many friends and customers for their continued interest and encouragement throughout our many years of plant breeding efforts. You have shown this interest in many ways especially by your visits to our farms and experimental fields.

These personal contacts have not only given us much encouragement and pleasure, but have been of inestimable help to us in our breeding program. Your opinions and reactions and practical suggestions concerning new strains in tests and increase plots, have greatly influenced our final decision as to which ones to increase. Some of you have even gone so far as actually to place orders two years prior to introduction, for seed of a new strain that struck your fancy.

Many of you have adopted the program so long recommended by our late president, Mr. David R. Coker, namely: Each year to buy sufficient new seed to grow a seed patch, to furnish planting seed for your main crop the following year. This keeps your crop up to standard, close to pedigree and at an additional cost of not over 10 to 15 cents per acre when charged to the second year's crop.

Your adoption of this system has given us a measure of security, which is essential for all best work. We deeply appreciate this confidence and help. We hope that all of you who possibly can will visit us this year, in May when grain experiments can be seen to best advantage and in late summer or early fall to see cotton, soy bean, corn and other experiments.

Looking forward to seeing you and with best wishes for 1941, I am

Sincerely yours,

President.

Spring 1941.

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BREEDING PROGRAM ADJUSTED TO MEET CHANGING DEMANDS

Competition has become keen in all fields—only those institutions which keep a step ahead of the times are able to survive. People are trained to expect and do demand constant improvement in all products. This is especially true in the line of plant breeding. Our breeding program must of necessity be very extensive to meet these increasing demands from growers, manufacturers and consumers, whether for new strains of proven superiority; for the introduction of some new character; or possibly a distinctly new type to meet some special condition. We have had to keep a corps of well trained research breeders constantly on the job.

39 Years of Plant Breeding

Our company has been engaged in scientific plant breeding for the past 39 years. During this time we have tried to anticipate new demands by breeding strains that would fill whatever requirements might arise. The field has been thoroughly studied and every avenue of approach used to breed strains that combined desired characters. Heritable variations already occurring in standard varieties have been used and where all such characters could not be found hybridization has been employed.

Varieties Bred to Fill Specific Needs

Varieties are often bred to fill a specific need, as in our first work with cotton. Mr. D. R. Coker, our late president, saw the need for a long staple upland. So from Jones Big Boll was bred the Hartsville series. He saw the approach of the boll weevil and the need for earlier maturing long staple so from Columbia was bred the Webber and from this, the Webber 49, 82 and Deltatype Webber. In order to increase earliness, fluffiness, picking qualities and lint characters, Lightning Express was crossed on

the Deltatype-Webber and from this was bred the Coker-Wilds long staple series—the highest standard in upland long cotton.

Full Length Short Varieties

Foreseeing the need for full length short cottons, an intensive and extensive breeding program was instituted concentrating on $1\frac{1}{16}$ to $1\frac{1}{8}$ lengths. This resulted in such cottons as the Coker Cleveland 5, Cleveland 884 and Farm Relief strains, all of which were later replaced by the Coker 100 cottons.

Breeding for Wilt Resistance

Noting the rapid spread of fusarium wilt and anticipating the time when wilt would become a national problem, a very extensive wilt program was started in 1918. We were fortunate in having within a radius of sixty miles of Hartsville soils heavily infested with the most virulent races of this disease and have used these plots to breed such as our Cleve-wilt and 4-in-1 cottons.

In the meantime by continuous selecting, breeding and testing on such soils we have endeavored to breed wilt resistant strains of our standard and popular varieties, notably Coker 100 and Wilds. We are glad to announce that we will have to offer for 1942 planting a wilt resistant strain which we are naming "Coker 100 Wilt." We hope within a few years to have a wilt resistant strain of Wilds to offer.

Thousands of Plants Selected and Tested Annually

Each year we select between 40 and 50 thousand striking plants, have about 4,000 in plant-to-row tests; 200 to 300 new strains in one-half acre increase and test; 20 to 30 strains in fifteen to thirty-five acre increase fields, main and strain tests and from 3 to 5 strains in 500 to 1,000 acre increase for sale. This method is both extensive and expensive, but we believe the results attained more than justify such outlay of effort and money. We find that the larger the number of individual plant selections a breeder can test, the greater his opportunity of finding worthwhile new plant families and strains.

Crops for Diversified Farming

Today as never before, diversification is being practiced by the Southern farmer. To diversify has always been wise, today it has become a necessity.

Increase field of Coker 100 wilt resistant cotton to be offered in the fall of 1941. In 1940, thirty-two acres produced 25,066 pounds of lint.

Our new Stanton oat—excellent for grain, grazing and forage, comes from this breeding stock.



Hence we have bred those crops which we thought best fit into such a diversification program; namely, oats, wheat, rye, barley, corn, soy beans and tobacco.

Our New Rust and Smut Resistant Oats

In Oats, we have recently bred and introduced two varieties, namely, **Victorgrain** and **Fulgrain 4**, rust resistant, that fit ideally into this program. These oats originated from a cross of **Victoria** and **Fulgrain** and combine high yield, cold resistance, rust resistance and smut resistance. We will have ready to introduce this fall a new variety, **Stanton**, that is a week to ten days later in maturity than the other two varieties, has all the good characters and added cold resistance and vigor. The Lee x **Victoria** hybrid material from which this oat was bred was furnished us by Dr. T. R. Stanton, head of the U. S. D. A. Oat Investigation work, and is named in his honor.

Wheat

In Wheat, we have recently bred and introduced a new variety, namely, **Hardired**, that combines winter hardiness, high production, mildew resistance and rust tolerance. We feel that this wheat can safely be planted in any territory from Washington south. We are increasing and will offer this fall a new variety introduced by the U. S. D. A. from Brazil, namely, **Frondosa**. This is a heavily bearded, late maturing, stiff strawed Golden Chaff type. It has a high degree of leaf rust resistance, some stem rust and mildew resistance but is low in cold resistance and is not adapted to planting in the northern Piedmont. It led one of our variety tests in yield in 1939 and made an average yield the past season in spite of cold damage. This wheat makes the quickest, early fall growth of any that we know of and is an ideal grazing and cover crop wheat.

Abruzzi Rye

Abruzzi rye was saved from extinction by our late President, Mr. David R. Coker. Our first breeding experience was started with this in 1908. Since then we have introduced many striking strains. We have been inbreeding Abruzzi since 1924 and are working now to find those lines which when crossed should give a superior rye.

Harvesting an increase plot of **Frondosa** wheat. This variety, which originated in Brazil, is highly rust resistant, a good producer and splendid for cover crops.

Barley

We have been experimenting with barley off and on since 1914. It was apparently so poorly adapted to the Coastal Plains that it was given up. Recently, barley has come so to the forefront that at the insistence of Clemson College we are again undertaking it. Dr. J. W. Taylor, U. S. D. A., has furnished us seed of all of his most promising new hybrids and selections. Represented in this material are all the good characters that one could desire. In addition, Dr. N. I. Hancock of Tennessee Experiment Station has furnished us seed of 22 of his most promising selections. Dr. Taylor thinks that our main trouble has been our acid soils toward which barleys are intolerant. With this condition corrected we have every reason to be optimistic.

Hybrid Corn

Corn has been considered by most of us as a minor crop. The acreage however in corn in eight of our eastern cotton states is 50% greater than our cotton acreage. How we hope to solve this problem is aptly explained in article on page 20 by Mr. C. L. Davis, newly connected with our company as corn specialist.

Soy Beans

The Soy Bean is one of our best hay crops and should be profitably grown for seed. We have bred and introduced three hybrid varieties and have tested hundreds of others but so far have not found one that filled our requirements. Our program is directed now toward the breeding of types that are highly productive, of yellow color, high oil, high shatter resistance and unpalatable to the soy bean worm. We have a number of selections in plant-to-rows that should give us all but the last requirement. We have a few selections from **Nanda**, one of which we hope will have this added feature.

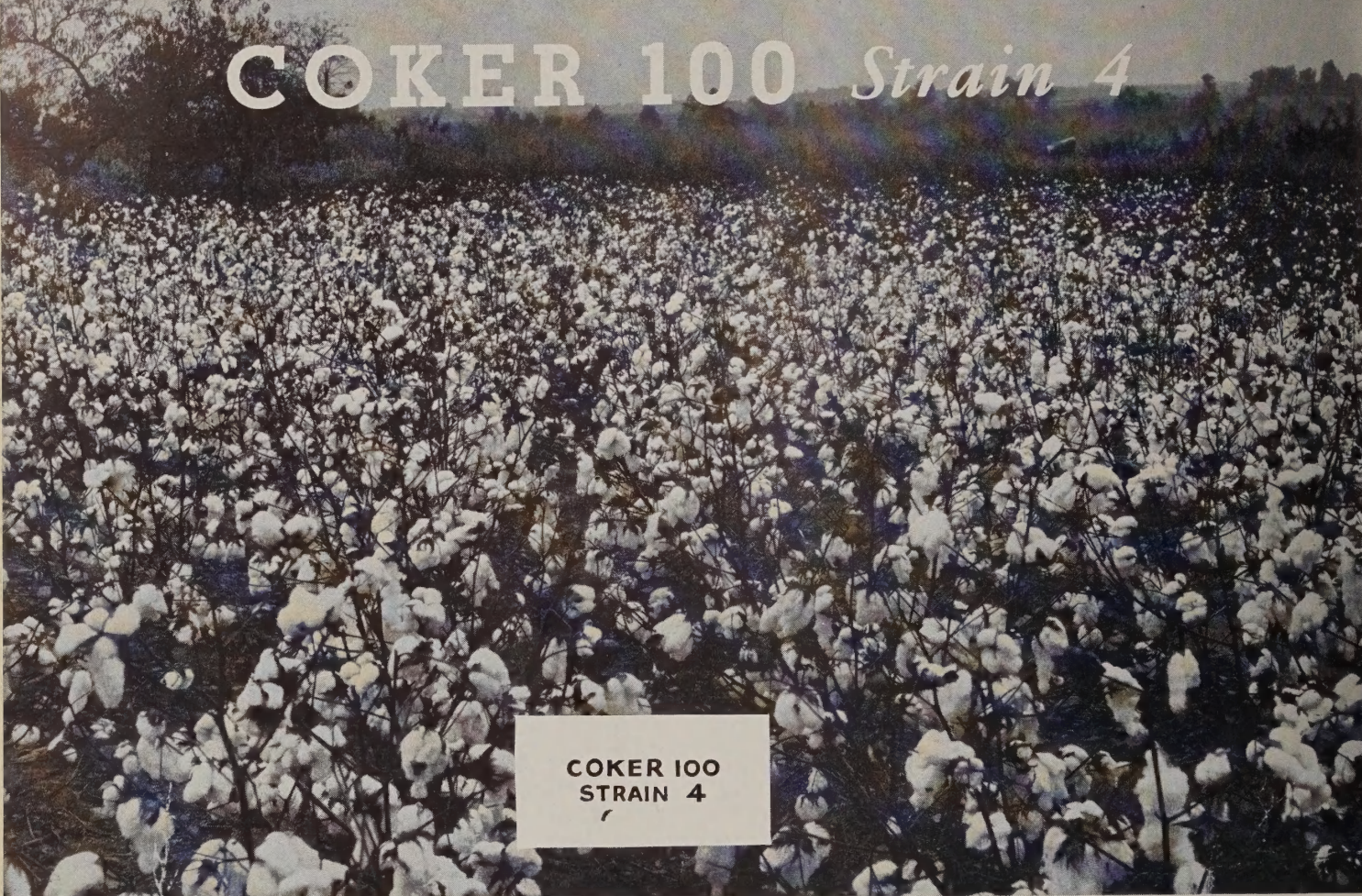
Tobacco

A similar program started in 1928 with tobacco has resulted in the production of such new types as **Gold Dollar** and **Mammoth Gold** and superior pedigreed strains of **Yellow Mammoth**, **Virginia Bright Leaf**, **Bonanza** and **Jamaica Wrapper**.

Mr. Charles L. Davis, plant breeder in charge of our hybrid corn breeding program, shown with some of his breeding selections.



COKER 100 *Strain 4*



COKER 100
STRAIN 4

COKER 100 STRAIN 4—An extremely early, thinner foliaged, more open growing Coker 100.

SOLD OUT

An extremely early, thinner foliaged, more open growing Coker 100 with $1\frac{1}{8}$ inch staple under normal conditions and 38 to 40% lint; very uniform in type and of highest production.

The daily bloom counts show Coker 100 Strain 4 to be the earliest of any strain of Coker 100 that we have offered—240,500 blooms per acre through July 27th. The leaves are small and deeply lobed. The plants are vigorous yet open in type with 2 to 4 vegetative branches and long, well spaced, heavily balled fruiting branches. The bolls are of medium size, 70 to 74 to pound; open wide, fluff beautifully, yet are storm resistant—a most desirable cotton of ideal type.

Its vigor, open type, thin foliage and extreme earliness make Coker 100 Strain 4 adapted to planting on any cotton soils not infested with fusarium wilt, from Mississippi Delta to the Coastal Plains.

DESCRIPTION

Plant: Very open in type, semi-determinate, vigorous and spreading, with long fruiting branches and two to four well spaced vegetative branches.

Foliage: Very thin; small, deeply lobed leaves.

Season: Earliest Coker 100.

Bolls: Round ovate, slightly pointed, 70 to 74 to pound, open wide, fluffy, storm resistant.

Lint Length: $1\frac{1}{16}$ " to $1\frac{1}{8}$ ", under good conditions.

Lint Per Cent: 38% to 40%.

Character: Excellent, very uniform, strong fiber.

Production: Highest.

PRICES: \$12.50 per 100-lb bag, \$200 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan. **SOLD OUT.**

COKER 200 *Strain 2*



COKER 200 STRAIN 2—A more productive Coker 200 cotton with earlier maturity.

A still earlier, more productive Coker 200 cotton that has all the desirable characters of the parent strain; small stalk, small, deeply lobed leaves, medium sized bolls that open wide, fluff and pick easily, yet are storm resistant; a good gin out-turn (37 to 39%) and excellent characterized, $1\frac{1}{16}$ " to $1\frac{1}{8}$ " staple.

Coker 200 Strain 2 has led its parent strain in every test. Their relative standing can be seen from the following table:

	Coker 200 Strain 2	Coker 200 Strain 1	Difference in favor of Str. 2
1938 Strain Test			
Lbs. Seed Cotton.....	2904	2798	106
Lbs. Lint	1148	1077	71
1939 Strain Test			
Lbs. Seed Cotton.....	1945	1856	89
Lbs. Lint	718	690	28
1939 Main Test			
Lbs. Seed Cotton.....	1703	1650	53
Lbs. Lint	657	637	20
Average			
Lbs. Seed Cotton.....	2184	2101	83
Lbs. Lint.....	841	801.3	39.7

Before a new strain is offered it must prove its superiority over the parent strain in such comprehensive tests. Coker 200 Strain 2 has fulfilled this requirement and is offered in the full assurance that it will prove to be more profitable to grow.

DESCRIPTION

Plant: Small, determinate, very open, symmetrical, 2 to 4 low set vegetative branches and well spaced fruiting branches.

Foliage: Very thin, leaves small, deeply lobed.

Season: Very early.

Bolls: Medium, 70 to 80 to pound, round ovate, slightly pointed, open wide, fluff beautifully, storm resistant.

Lint Length: $1\frac{1}{16}$ " to $1\frac{1}{8}$ ", under good conditions.

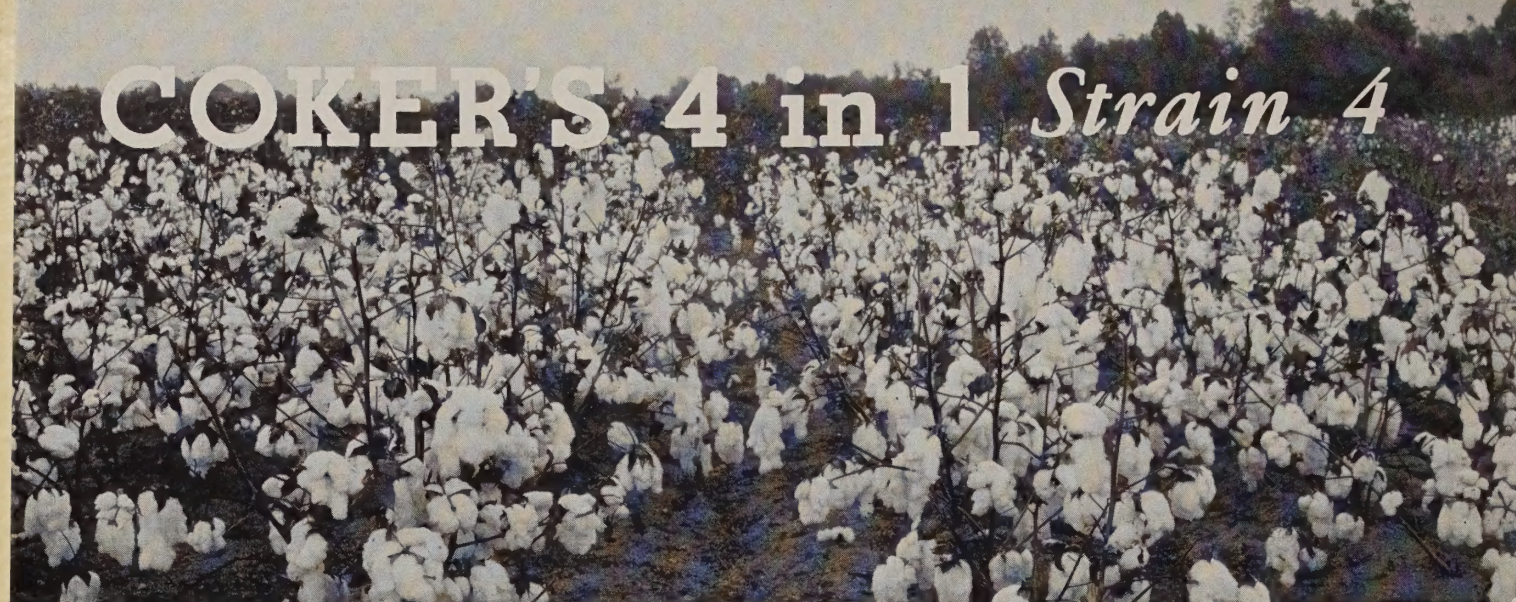
Lint Per Cent: 37% to 39%.

Character: Excellent, uniform, strong, full bodied.

Production: Excellent

PRICES: \$12.50 per 100-lb bag, \$200 per ton, f.o.b. Hartsville, S. C., and Memphis Tenn. All seed are treated with Ceresan.

COKER'S 4 in 1 *Strain 4*



Top—A two-bale per acre field of Coker's 4 in 1 Strain 4 showing wide opening, fluffiness and storm resistance.

Center—Mr. Wilds, President (on right) and Mr. Entzminger, Travelling Representative, examining a first year increase field of Coker's 4 in 1.

Bottom—View of our Hartsville Wilt Breeding Plot. Note high resistance of Coker's 4 in 1 Strain 4. Plant breeder, Cathcart, is selecting for further breeding and testing, a plant from a non-wilt variety which shows marked resistance.

COKER'S 4 in 1

Strain 4

SUITED FOR WILT OR NON-WILT LAND

Coker's 4-in-1 cotton has made an enviable record both in tests and in fields since its introduction in the spring of 1938. As one of our agricultural authorities expressed it, 4-in-1 seems to be the answer to the demand for a highly productive, full length, good characterized cotton that is suited for planting both on wilt and non-wilt soils. Its record in the South Carolina 5-Acre Cotton Contest during 1938 and 1939 bears this out. Coker's 4-in-1 won the first State prize both years, also two first District prizes; or seven prizes out of the sixteen offered during these years; making an average of 1,178 pounds of lint per acre on these plots.

BEST WILT COTTON YET OFFERED

Strain 4 of this cotton, which we are offering for the first time, is the best strain that we have so far bred. In type it is very similar to Strain 2, indeterminate, erect, open, vigorous, deep rooted with two to four vegetative branches, well spaced, medium long fruiting branches and medium small leaf. The bolls are round ovate, slightly pointed, of medium size (70 to 75 to pound); open wide, fluff beautifully yet are storm resistant. The staple is $1\frac{1}{16}$ " to $1\frac{1}{8}$ ", uniform and of excellent character. In increase fields on semi-wilt infested soil this cotton averaged over 800 pounds lint per acre; whereas, on bad wilt soils at Hartsville, Manning and Sumter it produced an average of 435 pounds lint per acre. Its nearest competitor produced 384 pounds lint per acre.

VARIETY TEST RECORD

In 1940, 4-in-1 Strain 4 led in pounds of seed cotton per acre in our Wilt tests at Manning and Sumter (planted on the worst wilt lands we know of). It also made the highest yield of seed cotton in pounds per acre at Georgia Experiment Station, Tifton, Ga., and the Pee Dee Experiment Station, Florence, S. C., and ranked second in our Main test at Hartsville, in which forty wilt and non-wilt varieties were planted.

DESCRIPTION

Plant: Erect, open growing, vigorous, 2 to 4 vegetative branches and medium long well spaced fruiting branches, deep rooted, drought resistant.

Foliage: Medium thin.

Bolls: Round ovate, slightly pointed, 70 to 75 to pound, open wide, fluff beautifully, easily picked, storm resistant.

Lint Length: $1\frac{1}{16}$ " to $1\frac{1}{8}$ " under good conditions.

Lint Per Cent: 35% to 37%.

Character: Excellent, uniform, strong.

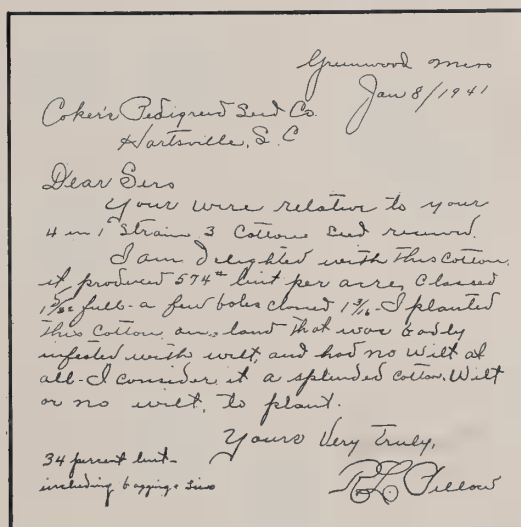
Yield: Highly productive.

Season: Medium early.

Wilt Resistance: Highest.

PRICES: \$12.50 per 100-lb bag, \$200 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan.

NOTE: Because of our recent discovery of several new and very deadly types of cotton wilt (which raises the presumption that there may be other types undiscovered), we can make no guarantee as to the performance of our wilt-resistant cottons on wilt-infested soils.



COKER 100 *Strain 3*

A COTTON WHICH COMBINES SUPERIOR YIELD, HIGH TURNOUT AND PREMIUM STAPLE

Coker 100 Strain 3 is superior to all previous Coker 100 cottons in production or seed cotton, lint per cent and length.

PICKS EASY, WEATHER RESISTANT

It has dark green foliage, slightly thinner than Strain 1 but some heavier than Strain 2. The plants are semi-determinate, more erect than Strain 1 with shorter fruiting branches. These are thickly set with medium large bolls that open wide, fluff and pick easily yet are weather resistant.

LEADS VARIETY TESTS

The reason for our continuous breeding program and the introduction of new strains is strikingly shown by comparative records made in the South Carolina Pee Dee Experiment Station 1938 Cotton variety test of Strains 1, 2, and 3:

	Lbs. of Seed Cotton Per Acre	Per Cent Lint	Lbs. of Lint Per Acre	Length
Coker 100 Strain 1.....	2475.6	37.67	932.5	1 $\frac{3}{32}$
Coker 100 Strain 2.....	2570.0	38.64	993.2	1 $\frac{3}{32}$
Coker 100 Strain 3.....	2664.0	39.36	1048.5	1 $\frac{1}{8}$

In the 1938 Pee Dee Experiment Station variety test, Coker 100 Strain 3 led the test of 44 well-bred varieties and strains both in pounds of seed cotton, pounds of lint and money value per acre, and again came first in the 1939 test with 48 cottons included. Coker cottons took ten of the first 13 places in this test.

GOOD FIELD RECORD

The excellent variety test record which Coker 100 Strain 3 has made is duplicated by its showing under field conditions. One 59-acre field produced 115 bales or an average of 978 pounds of lint per acre with a staple averaging full 1 $\frac{1}{16}$ " to 1 $\frac{1}{8}$ ".

Because of the splendid record Coker 100 has made throughout the eastern south from Virginia to Arkansas and due to its wide popularity, our supply of Coker 100 Strain 3 seed was sold out last season, long before planting time.

DESCRIPTION

Plant: Erect, semi-determinate, vigorous, 1 to 3 vegetative branches; short, well spaced fruiting branches.

Foliage: Thin, dark green.

Season: Early.

Bolls: Round ovate, slightly pointed; medium 68 to 70 to pound; open wide; fluff beautifully; storm and weather resistant.

Lint Length: 1 $\frac{1}{8}$ " under good conditions.

Lint Per Cent: 38% to 40%.

Character: Very uniform, excellent.

Production: Higher than previous strains.

PRICES: \$7.50 per 100-lb bag, \$135 per ton, f.o.b.

Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan.

This photo taken in early September shows the erect growth, short, well-spaced fruiting branches, earliness and productivity of Coker 100 Strain 3.



COKER 200 *Strain 1**

Coker 200 Strain 1 is a striking Coker 100 Strain 2 selection; even more uniform in type with thinner foliage and earlier maturity than Strain 2. One is struck with the semi-dwarf, red stemmed, determinate plants; the deeply lobed, small leaves, the profuse fruitage and the lightly colored bronze tipped squares. A thoroughbred cotton with a record in keeping with its pedigree.

FOR FERTILE SOILS OR CLOSE SPACING

Coker 100 Strain 2, the parent of Coker 200 Strain 1, led the 1937 Pee Dee Experiment Station test in pounds of seed cotton and ranked second in the 1938 test, being led only by our Coker 100 Strain 3. It has made a similar record in our tests. Coker 200 Strain 1 led its parent in our 1938 Coker 100 Strain test and ranked slightly ahead in the main test. Due to the small stalk, thin foliage, small, deeply lobed leaves and quick fruitage, Coker 200 Strain 1 is splendidly suited for planting on fertile soils or for close spacing on average to good soils. A still better Coker 100-2.

LEADS VIRGINIA TEST

Coker 200 Strain 1 led the 1939 test conducted by Virginia Experiment Station at Holland, Va., in which 19 popular varieties were included. Coker 200 came first with a yield of 2,175 pounds of seed cotton per acre. Coker 100 Strain 2 came second with a yield of 1,850 pounds. In the 1939 Clemson College variety test, Coker 200 Strain 1 came second in money value per acre and pounds of lint and made a turnout of 39.7% lint. It was led only by one of our breeding blocks of Coker 100 which may be a new strain to be offered our customers in the future.

Breeding field of Coker 200 Strain 1 illustrates earliness, dwarf stalk and heavy production. This field which averaged better than two bales per acre is a portion of a 140-acre section which in 1939 averaged 911 lbs. of lint per acre.

DESCRIPTION

Plant: Small, determinate, symmetrical; 2 to 4 low set vegetative branches and well spaced fruiting branches.

Foliage: Very thin, leaves small, deeply lobed.

Season: Very early.

Bolls: Medium, 70 to 80 to pound; round ovate slightly pointed; open wide; fluff beautifully; storm and weather resistant.

Lint Length: $1\frac{3}{32}$ " to $1\frac{1}{8}$ ", under good conditions.

Lint Per Cent: 37% to 39%.

Character: Excellent, full bodied, strong.

Production: Excellent.

PRICES: \$7.50 per 100-lb bag, \$135 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan.

*Coker 200 is the name we have given our line of Coker 100 cottons which come from the small weed, small leaf, extra early Coker 100 Strain 2 blood line. This cotton is showing up especially well on the fertile soils of the eastern Carolina coastal belt and along the northern edges of the cotton belt. It is suited for planting in sections where earliness, small stalk, small leaf are desired but should not be planted on the lighter grades of cotton land or on soils which are wilt infested.



COKER 200
STRAIN I

COKER-WILDS

Strain 12

SOLD OUT

Wilds Strain 12 traces its ancestry back to a very superior plant selection of Wilds Strain 9. It is the sole survivor of a large number of good plants that were in plant-to-row test in 1937.

The seed show unusual vitality. A stand is quickly secured and maintained. The plants make a quick, vigorous, healthy growth, are deep-rooted and show marked drought resistance. The plants are ideal Wilds in type—semi-dwarf, very uniform and have medium thin foliage. A crop is quickly set, the bolls are large, round ovate; open wide, fluff and pick easily. It produces a strong silky staple of $1\frac{3}{8}$ " to $1\frac{1}{2}$ " in length, under good conditions, and an average lint yield of from 33% to 35%.

It has demonstrated its superiority over previous strains both in tests and increase. It led all Wilds strains in test in 1939 in pounds of seed cotton, pounds of lint and money value per acre. In total money value it led the entire test, the lint and seed being valued at \$92.84 per acre, the next highest was Wilds 11, which was valued at \$88.57 per acre.

DESCRIPTION

Plant: Open, semi-dwarf; one to three basal branches, and well spaced fruiting branches.

Foliage: Thinnest of the Wilds Strains.

Season: Very early.

Bolls: Round ovate, slightly pointed, 60 to 70 to pound, open wide, fluff beautifully, easy to pick, yet storm resistant.

Lint Length: $1\frac{3}{8}$ " to $1\frac{1}{2}$ " under good conditions.
Production: Highest of Wilds Strains.
Lint Per Cent: 33% to 35%.
Character: Very strong, silky.

PRICES: \$12.50 per 100-lb bag, \$200 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed treated with Ceresan. **SOLD OUT.**

Growing long staple cotton is a specialty. We do not recommend its planting by any new growers who are not familiar with additional care necessary in the picking, drying, ginning and marketing necessary to secure a superior product. Middling or better smoothly ginned lint must be produced for its growing to be profitable.

COKER-WILDS

Strain 11

SOLD OUT

Coker-Wilds Strain 11 is an early maturing, thin foliaged Wilds strain. The staple under good conditions averages $1\frac{3}{8}$ " to $1\frac{1}{2}$ ". The bolls are large, averaging 65 to 70 to pound; lint turnout, 33% to 35%.

Coker-Wilds Strain 11 stood next to the top in money value in the 1939 Pee Dee Experiment Cotton Variety Test in which 48 strains and varieties of cotton were included. In this test, it yielded an average of 736 pounds of lint per acre and the staple was classed as $1\frac{5}{16}$ ".

PRICES: \$10.00 per 100-lb bag, \$180 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan. **SOLD OUT.**

Showing semi-dwarf type, yielding ability and wide fluffy opening of Coker-Wilds Strain 12.



COKER'S 4 in 1 Strain 3

Coker's 4-in-1 Strain 3 is a high yielding, early maturing, wilt resistant cotton of medium size stalk and medium leaf. The lint length under good conditions in $1\frac{3}{32}$ "; lint turnout, 35% to 37%. Bolls open wide, fluff nicely. Because of its excellent yield record, this is an ideal cotton for planting on either wilt or non-wilt soils.

In the 1938 Pee Dee Experiment Station test it led all wilt cottons in pounds of seed cotton and money value per acre, ranking eighth in the entire list of 44 wilt and non-wilt varieties.

The good record of Coker's 4-in-1 Strain 3 continued in 1939, with 4-in-1 Strain 3 leading the cotton variety test of Georgia Coastal Plain Experiment Station, Tifton, Ga., with a yield of 1,369 pounds of seed cotton and highest money value per acre.

DESCRIPTION

Plant: Semi-dwarf and determinate, open growing, flat-topped; 2 to 4 vegetative branches and medium long fruiting branches.

Foliage: Medium thin.

Season: Early.

Bolls: Round ovate, slightly pointed, pendant; open wide, fluff nicely, easy to pick; storm and weather resistant.

Lint Length: $1\frac{3}{32}$ " under good conditions.

Lint Per Cent: 35% to 37%.

Character: Excellent.

PRICES: \$7.50 per 100-lb bag; \$135 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan.

How Growing Conditions Affect Your Cotton

The length, percentage of lint and boll size of every variety of cotton will vary under varying conditions of soil fertility, culture and rainfall. Our descriptions are based on the actual records that our cottons have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or poor conditions will result in a shorter staple, reduced yields and smaller bolls—no matter what variety is planted.

NOTE: Because of our recent discovery of several new and very deadly types of cotton wilt (which raises the presumption that there may be other types undiscovered), we can make no guarantee as to the performance of our wilt-resistant cottons on wilt-infested soils.

An increase field of Coker's 4 in 1 Strain 3 showing excellent production, type and weather resistance.



COKER-CLEVEWILT 7

Strain 2

Coker-Clewevilt 7 Strain 2 is bred from our Cleve-wilt Strain 7 and has a higher yield, higher lint per cent, longer staple and thinner foliage. Bolls are round ovate, averaging 68 to 72 to pound. Staple length, $1\frac{3}{32}$ " to $1\frac{1}{8}$ " under good conditions; lint turnout, 37% to 39%. It is the best of all Clevewilts.

In our main variety test on non-wilt soil, it produced 2,241 pounds of seed cotton per acre. The lint per cent was 38.4 and staple $1\frac{1}{8}$ ". We know of no better cotton for planting on badly infested wilt soils or the lighter, sandier lands where toughness and vigor are needed, except 4 in 1 Strain 4.

Coker-Clewevilt 7 Strain 2 led all wilt varieties in the 1939 Pee Dee Experiment Station variety test with a yield of 927 pounds of lint per acre and a staple of $1\frac{1}{8}$ " and a value of \$118.93 per acre for seed and lint.

DESCRIPTION

Plant: Semi-determinate, vigorous, flat-topped, spreading, 2 to 4 vegetative branches—long, well balled fruiting branches.

Foliage: Medium thin (thinner than Clevevilt 7); leaves turn up at edge admitting more sunlight.

Season: Medium early.

Bolls: Round ovate, 68 to 72 to pound.

Lint Length: $1\frac{3}{32}$ " to $1\frac{1}{8}$ " under good conditions.

Lint Per Cent: 37% to 39%.

Character: Excellent.

Production: Best of all Clevewilts.

PRICES: \$6.00 per 100 pound bag, \$110 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed treated with Ceresan.

COKER-WILDS

Semi-Wilt Strain 3

Coker-Wilds Semi-Wilt has been bred for those growers of long staple cotton who, because of the wide spread of fusarium wilt (blight), have been forced to stop growing long staple cottons and go to the shorter wilt resistant varieties.

Coker-Wilds Semi-Wilt Strain 3 is an improvement over previous strains in production and lint turnout, however, it is not as wilt resistant as Coker's 4-in-1 or Coker-Clewevilt and is not recommended for planting on soils with maximum wilt infestation.

This cotton is not quite as long as Wilds but usually produces a staple of $1\frac{3}{16}$ " to $1\frac{1}{4}$ " under good conditions, which has unusually good character, is silky, strong and uniform.

We discontinued offering our Wilds Semi-Wilt seed last season but the good results which this variety has given and the excellent prices which staple cotton is bringing this season have resulted in a heavy demand for this variety, and at the request of many of our customers and dealers, we have grown and are offering a limited quantity of our Wilds Semi-Wilt Strain 3 for the 1941 planting season.

DESCRIPTION

Plant: Semi-dwarf. Determinate, medium thin foliage.

Season: Earliest of the long staples.

Bolls: 60 to 65 to pound.

Lint Length: $1\frac{3}{16}$ " to $1\frac{1}{4}$ " under good conditions.

Lint Per Cent: 30% to 32%.

Wilt Resistance: Semi-resistant.

PRICES: \$7.50 per 100-lb bag, \$135 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan.

Illustrating high degree of resistance of Coker-Clewevilt 7 Strain 2 to Sumter type of wilt.



WESTERN UNION
NEWCOMB CARLTON
CHAIRMAN OF THE BOARD
J. C. WILLEVER
FIRST VICE PRESIDENT
R. B. WHITE
PRESIDENT

CLASS OF SERVICE
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CFK43 59 DL=LAURINBURG NCAR JAN 7 19141 950A
COKERS PEDIGREED SEED CO=

HAVING WON AN AWARD IN SCOTLAND COUNTYS FIVE ACRE CONTEST WITH A YIELD OF 820 POUNDS PER ACRE AND HAVING MANY ACRES YIELDING ABOVE A BALE AND A HALF WE WERE HIGHLY PLEASED WITH RESULTS OF FOUR IN ONE STRAIN THREE. WE THINK THIS COTTON IS UNEXCELLED FOR OUR TYPE OF SOIL WHICH IS BADLY INFESTED WITH WILT=

Z V PATE INC.
THE COMPANY WILL APPRECIATE

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CFK102 45 DL XC CALHOUN GA JAN 9 1941 215P
COKERS PEDIGREED SEED CO=

RETEL JANUARY 8. I HAVE PLANTED COKERS SEED EXCLUSIVELY FOR PAST TEN YEARS. I GET BETTER RESULTS FROM COKER 200 THAN ANY I HAVE EVER PLANTED. IT IS EARLY THE FOLIAGE LIGHT AND LAST SEASON FROM 533 ACRES I GINNED 633 BALES VERY TRULY=

C L MOSS.

Postal Telegraph
Radio
All America Cables
International

STANDARD TIME INDICATED
RECEIVED AT

TELEPHONE YOUR TELEGRAMS TO POSTAL TELEGRAPH

Form 16

AG5 37NL=DREW MISS JAN 7 1941=

COKER SEED CO=
HARTSVILLE SCAR=

HAVE PLANTED WILDS FOR EIGHT YEARS I FIND TENS AND ELEVEN THE BEST I HAVE EVER PLANTED. IN 1940 MY ENTIRE CROP PLANTED IN TENS AND ELEVEN SOLD ONE HUNDRED FIFTY BALES FORTY CROP FOR TWENTY CENTS=

J E OLIVER.

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FIRST VICE PRESIDENT
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PRESIDENT

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CFK22 58 NT=PINEBLUFF ARK JAN 6 1941
COKERS PEDIGREED SEED CO=

WE HAVE BEEN PLANTING COKERS 100 SEED FOR THE LAST FOUR YEARS AND FIND IT WELL ADAPTED TO OUR COUNTRY. WE LIKE IT BECAUSE IT IS A FAST FRUITING VARIETY. WE FIND IT YIELDS AS MUCH AS ANY OTHER VARIETY THAT WE HAVE TRIED. THAT ADDED TO ITS STAPLE MAKES IT A VERY DESIRABLE COTTON=

GENERAL AMERICAN LIFE INSURANCE CO
E A MATTHEWS BRANCH MANAGER.

As our 1941 Catalog was going to press, we wired a few of our customers in different parts of the Cotton Belt asking for their opinion and general experience with cottons of our breeding.

We are pleased to present herewith some of the replies we received.

WESTERN UNION
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CHAIRMAN OF THE BOARD
J. C. WILLEVER
FIRST VICE PRESIDENT
R. B. WHITE
PRESIDENT

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CFK19 92 NT=CLAYTON MISS JAN 6 1941
COKERS PEDIGREED SEED CO=

I HAVE BEEN GROWING COTTON IN MISSISSIPPI DELTA FORTY YEARS. FOR MANY YEARS I HAVE GROWN EXCLUSIVELY WILDS AND COKERS 100 COTTON. ALWAYS KEEPING UP WITH YOUR LATEST STRAINS. AND MY BEST RESULTS HAVE BEEN OBTAINED FROM THESE TWO VARIETIES. CONSIDERING YIELD PER ACRE. EARLY MATURITY. LENGTH OF STAPLE. TRADE DEMAND. PICKING. AND OTHER GOOD QUALITIES. MY OPINION IS THAT THESE TWO VARIETIES OF COTTON WILL NET THE GROWER MORE THAN ANY OTHER VARIETY. I SHALL PLANT NOTHING ELSE. YOU ARE AT LIBERTY TO USE THIS INFORMATION AS YOU SEE PROPER=

R T FANT.

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FIRST VICE PRESIDENT
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PRESIDENT

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CFK93 38=MEMPHIS TENN JAN 6 1941 448P
COKERS PEDIGREED SEED CO=

FOR A NUMBER OF YEARS I HAVE USED COKERS PEDIGREED COTTONSEED. EXCLUSIVE OF ALL OTHERS BECAUSE I HAVE FOUND THAT IT IS BETTER ADAPTED TO MY SOIL THAN ANY OTHER BREED. I HAVE ALWAYS GOT GOOD RESULTS=

S E RAGLAND.

WESTERN UNION

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CHAIRMAN OF THE BOARD

P. B. WHITE
PRESIDENT

J. C. WILLEVER
FIRST VICE-PRESIDENT

Time of receipt in STANDARD TIME at point of origin. Time of receipt in STANDARD TIME at point of destination.

CFK72 25=LEXINGTON MISS JAN 6 1941 310P
COKERS PEDIGREED SEED CO=

I HAVE PLANTED WILDS COTTON FOUR YEARS HAVE FOUND IT
SATISFACTORY YIELD BETTER THAN BALE TO ACRE STAPLE
BETTER THAN ONE ONE QUARTER INCH=

WESTERN UNION

NEWCOMB CARLTON
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PRESIDENT

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FIRST VICE-PRESIDENT

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CFK35 16 XC=CLINTON SOCAR JAN 9 1941 1030A
COKERS PEDIGREED SEED CO=

VERY MUCH PLEASED WITH 4 IN 1 COTTON SEED. MADE BALE PER
ACRE. STAPLE GOOD=

C W STONE.

WESTERN UNION

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CHAIRMAN OF THE BOARD

P. B. WHITE
PRESIDENT

J. C. WILLEVER
FIRST VICE-PRESIDENT

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CFK62 35 DL=DODDSVILLE MISS JAN 7 1941 1211P
COKERS PEDIGREED SEED CO=

TWO YEARS PLANTING OF COKERS 100 COTTON WITH LAST SEASONS BAD
WEATHER CONDITIONS CONVINCES US IT IS OUR BEST COTTON TO PLANT.
LENGTH OF STAPLE AND HARDNESS OF FIBRE KEEPS IT IN GOOD DEMAND=

J N WORTHY DODDSVILLE LAND AND MERCANTILE CO.

WESTERN UNION

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CHAIRMAN OF THE BOARD

P. B. WHITE
PRESIDENT

J. C. WILLEVER
FIRST VICE-PRESIDENT

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CFK51 47 DL=SALLEY SOCAR JAN 7 1941 1055A
COKERS PEDIGREED SEED CO=

YOUR 4 IN ONE COTTON PLANTED EXCLUSIVELY ON OUR FARMS HERE
PAST THREE YEARS. ENTIRELY SATISFACTORY FROM EVERY ANGLE.
INCLUDING WILT RESISTANT THIS IS EASILY MOST POPULAR VARIETY
CHARACTER OF STAPLE STOP EVERYONE PLANTING WELL PLEASED=

H B AND OLIN J SALLEY.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

WESTERN UNION

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CFK64 35 DL 2 EXTRA=WELDON NCAR 13 249P
COKERS PEDIGREED SEED CO=

YOUR COKER 200 YIELDED OVER BALE PER ACRE STOP I FIND YOUR
200 AND 100 VARIETIES GIVING EXCELLENT RESULTS ON MY FARM
AND DO NOT HESITATE TO RECOMMEND EITHER OF THESE VARIETIES=

W J LONG GARYSBURG NCAR.

WESTERN UNION

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CFK57 21 DL=MARION ARK 8 1120A
COKERS PEDIGREED SEED CO=

HAVENT GINNED THIS COTTON YET BUT KNOW BOTH COKER 100 AND
WILDS MEET EVERY EXPECTATION WILL FURNISH COMPLETE
INFORMATION WITHIN A FEW DAYS=

R T KUHN.

WESTERN UNION

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FIRST VICE-PRESIDENT

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CFK105 38 XC=GD HOLLYHILL SOCAR JAN 8 1941 535P
COKERS PEDIGREED SEED CO=

RETEL FOR WILT LAND DONT THINK THAT THERE IS ANYTHING BETTER
THAN COKERS FOUR IN ONE AND FOR NON WILT LAND COKERS TWO
HUNDRED COTTON CANNOT BE BEAT. BOTH OF THE ABOVE STATEMENTS
ARE MY HONEST OPINION=

B R BENNETT.

WESTERN UNION

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PRESIDENT

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FIRST VICE-PRESIDENT

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CFK16 42 NT=TDMA CHATFIELD ARK JAN 13
COKERS PEDIGREED SEED CO=

I HAVE BEEN PLANTING YOUR WILDS PEDIGREED SEED FOR SEVERAL
YEARS AND I LIKE IT BETTER EACH YEAR. HAD SIX HUNDRED ACRES
OF WILDS NUMBER TEN THIS YEAR AND IT HAS PROVEN MOST
SATISFACTORY AS A PRODUCER AND A MONEY CROP=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

WESTERN UNION
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CFK 65 63 DL XC=FOUNTAINNN SOCAR JAN 9 1941 1140A
COKERS PEDIGREED SEED CO=

WE HAVE BEEN PLANTING COKERS 100 ALSO 4 IN 1 WILT SEED FOR SEVERAL YEARS. WE CONSIDER THESE TWO THE BEST COTTONS EVER PLANTED IN PIEDMONT SECTION FOR POOR ORDINARY OR GOOD LANDS. IN 1940 OUR YIELD WAS 688 POUNDS LINT AVERAGE ON 128 ACRES ORDINARY LAND. YOU MAY USE ABOVE=

J P KELLETT AND SON.

SYMBOLS
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NLT=Cable Night Letter
Ship Radiogram

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CFK 61 45=FAIRFAX SOCAR JAN 14 1221P
COKERS PEDIGREED SEED CO=

FOUR IN ONE BEST ALL AROUND COTTON I EVER PLANTED. COKERS 200 EARLIEST. BUT NOT SUITED FOR WILT LAND. MADE OVER BALE TO THE ACRE ON ALL COTTON PLANTED WITH SEED BOUGHT FROM YOU IN 1940=

N B LOADHOLT.

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CFK 18 60 NT=LAURINBURG NCAR JAN 6 1941
COKERS PEDIGREED SEED CO=

WE HAVE USED YOUR NEW STRAINS OF FOUR IN ONE COTTON SEED EACH SUCCESSIVE YEAR KEEP OUR SEED UP TO THE BEST IN THE WILT RESISTANT VARIETIES OUR RESULTS HAVE BEEN SO SATISFACTORY THAT WE ARE BUYING AGAIN THIS YEAR OF YOUR LATEST STRAINS TO PLANT SUFFICIENT ACREAGE TO PRODUCE SEED FOR OUR NEXT YEARS ACREAGE ON OUR WILT LANDS=

JOHN F MCNAIR INC.

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CFK 47 63 DL=ALLIGATOR MISS JAN 8 1941 942A
COKERS PEDIGREED SEED CO=

REPLY YOUR INQUIRY JANUARY SIXTH I HAVE PLANTED COKER 100 COTTON OVER A PERIOD OF THREE YEARS AND CONSIDER IT ONE OF THE BEST VARIETIES I HAVE EVER PLANTED IT IS VERY EARLY. THE BEST VARIETIES I HAVE EVER PRODUCERS AS WELL AS ONE OF THE EARLIEST PROLIFIC. AND A HIGH PRODUCERS AS WELL AS ONE OF THE EARLIEST VARIETIES. THE LINT YIELD IS ALL YOU CLAIM IT TO BE AND THE QUALITY OF FIBRE UNEXCELLED=

C H ACREE JR.

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CFK 58 31=HOLLYKNOW MISS JAN 7 1941 1009A
COKERS PEDIGREED SEED CO=

COKER 100 STRAIN 3 PRODUCED AT RATE OF MORE THAN BALE PER ACRE AFTER LATE PLANTING AND EXCESSIVE RAIN. IT HAS GREATEST STORM RESISTANCE OF ANY COTTON WE HAVE PLANTED=

W B SWAIN INC.

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CFK 91 16=CLEVELAND MISS 7 208P
COKERS PEDIGREED SEED CO=

BELIEVE LATE STRAINS WILDS GREATEST COTTON EVER OFFERED MISS ARK DELTA FARMERS=

MORRIS KING.

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CFK 60 23 DL XC=BAILEY NCAR JAN 9 1941 1144A
COKER PEDIGREED SEED CO=

WE LIKE COKER 200 COTTON BEST OF ANY VARIETY WE HAVE PLANTED IT EXCELLS IN YIELD UNIFORMITY OF STAPLE AND PLANT FORMATION=

W H FARMER & BROS.

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CFK 7 37 NT=ANDERSON SOCAR JAN 9 1941
COKERS PEDIGREED SEED CO=

YOU HAVE A FINE COTTON IN COKERS 200 FOR NON WILT LAND. I PLANTED SEVEN ACRES PAST SEASON FROM WHICH I PICKED 15 BALES AVERAGING 514 LBS OF 1 1/16 STAPLE. ITS THE EARLIEST COTTON I KNOW=

J WADE DRAKE.

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THE COMPANY WILL APPRECIATE REPRODUCTION FROM ITS PATRONS CONCERNING ITS SERVICE

RESIDENT PHONE 8

Felix E. Nicholson
Valewood Plantation
GLEN ALLAN, MISSISSIPPI

January 6, 1941

Coker's Pedigreed Seed Company,
Hartsville, South Carolina.

Dear sirs:

I consider the COKER 200 the best cotton I
have ever planted of its length staple. Mine ran 1-1/16
to 1 1/8 staple. It is the most prolific cotton I have
ever known and the fastest maker.

Yours very truly,
Felix E. Nicholson
Felix E. Nicholson

OFFICE PHONE

EST. 1880
M. L. FORD & SONS
FURNITURE AND UNDERTAKING

CLOVER, S. C.

January 16, 1941

Dr. George J. Wilds, President,
Coker's Pedigreed Seed Company,
Hartsville, South Carolina.

Dear Dr. Wilds:

We have some fertile lots here in town contain-
ing 2.6 acres, which were planted with your Coker 100, Strain
3 seed. We harvested 10,446 pounds of seed cotton from the
2.6 acres, ginning the cotton in eight bales. The lint yield
from this cotton was 4017 pounds (including B & T) giving a
per acre average of 3 bales weighing 515 pounds each. We have
made high yields with other types of your cottonseed on the
same grounds, but your COKER 100, Strain 3 has far surpassed
them all.

Very truly yours,

M. L. Ford and Sons,
By *O. E. Ford*
O. E. Ford

Postal Telegraph

Commercial Cables

All Other Cables

Canadian Pacific

TELEPHONE YOUR TELEGRAMS
TO POSTAL TELEGRAPH

AG59 51DL=WAYNESBORO GA 559P JAN 8 1941=
COKERS PEDIGRESS SEED CO=
HARTSVILLE SCAR=

THE FREEZE CAUSED US TO LOSE SIXTY ACRES FOUR IN ONE SPRING
AND WE ONLY HAD THIRTY ACRES LEFT. HOWEVER WE WERE SO WELL
PLEASED WITH THE RESULTS THAT WE HAVE PLACED AN ORDER WITH YOU
FOR ENOUGH SEED TO SUPPLEMENT WHAT WE HAVE IN PLANTING OUR
THOUSAND ACRE ALLOTMENT=

PALMER SEED FARM JOHN R PALMER.

WESTERN
UNION

SYMBOLS

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CLASS OF SERVICE
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scribed character is in-
dicated by a suitable
symbol above or pre-
ceding the address.

CFK5 64 NT=FORRESTCITY ARK 7
COKER PEDIGREED SEED CO=

WE HAVE BEEN USING YOUR COKER 100 AND WILDS COTTON SEED
FOR A NUMBER OF YEARS AND ARE VERY PLEASED WITH THE RESULTS.
THE COKER 200 PLANTED ON QUITE AN ACREAGE IN 1940 SHOWED
SPLENDID RESULTS AS DID THE WILDS 12 PLANTED ON A TEST
PLOT IT IS OUR PLAN TO KEEP A FRESH SUPPLY OF YOUR COTTON
SEED COMING IN EACH YEAR=

BELSHE FARMS E B BELSHE.

THE COMPANY WILL APPRECIATE ANY QUESTIONS FROM

WESTERN
UNION

SYMBOLS

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Ship Radiogram

CFK 86 NT=PERRY GA JAN 10 1941
COKERS PEDIGREED SEED CO=
HARTSVILLE SEED CO=

I HAVE BEEN PLANTING YOUR COKER ONE HUNDRED COTTON SINCE
YOU INTRODUCED IT IN NINETEEN THIRTY SEVEN STOP FOR NON
WILT LAND IT IS THE BEST COTTON I HAVE EVER PLANTED STOP
EACH SUCCEEDING STRAIN IS BETTER THAN THE ONE BEFORE STOP
FOR THICK PLANTING I LIKE YOUR TWO HUNDRED STRAIN ONE
VERY MUCH STOP FOR LAND BADLY WILT INFESTED YOUR COKER
FOUR IN ONE IS THE BEST COTTON I HAVE PLANTED STOP MY
ENTIRE CROP WILL BE PLANTED THIS YEAR IN THESE VARIETIES
OF COTTON=

SAM A NUNN. SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Coker's Pedigreed Seed Company
Hartsville, South Carolina
Dear Sirs:

The four bags of seed I bought from you
were planted on 12.1 acres. This produced
an average of 930 lb lint per acre. I think
the 200 Strain 1 made more per acre than
400 in 1 Strain 2. This was about 180 lb lint per
acre more than the field had ever made.
The season was not so favorable, for other
cotton was off as to last year.
I think enough of the seed to
order some more.

Yours truly,
Bennett A. Hart

Warrenton, Georgia
December 20, 1940

Suggestions For Growing Cotton Profitably Under Boll Weevil Conditions

1. Select your most fertile, warmest, and best drained soil that experience has shown will grow cotton off fastest after it comes up.

2. Indications from more than 5,000 South Carolina Five-Acre Contest records show that the highest yields are made from narrow rows, the width depending upon soil types and varieties.

3. Use liberal amounts of a well balanced fertilizer under cotton and side-dress with additional amounts of ammonia and potash. This should be adjusted to suit soil and weather conditions.

4. Follow fertilizer distributor with a small plow to thoroughly mix fertilizer with soil.

5. Use a variety that fruits early and rapidly and produces a good staple. If soil is infested with wilt by all means plant a suitable wilt resistant variety.

6. Use plenty of seed of known vitality and treat with Ceresan before planting. You cannot make a crop unless you get a good stand. Plant as early as conditions and experience warrant.

7. Where drop seed planter is used, leave 2 to 3 stalks per hill. Where drilled, leave an average of 2 stalks per hill a hoe width apart.

8. Practice frequent and shallow cultivation.

HOW TO USE MOLASSES, CALCIUM ARSENATE POISON (1-1-1 Mixture)

9. Make arrangements for your poison materials when you make arrangements for your fertilizer so as to be sure to have it on hand when needed.

10. For each acre of cotton secure 3 pounds of calcium arsenate and 3 gallons of thick black-strap molasses. This will usually be sufficient to make 3 applications per acre.

11. Make a mop from an old sack or similar material. This should be folded and tacked to a slat about 3 inches wide and extending about 3 inches beyond end of slat. The extension of the bag should be cut in strips about 1 inch wide. The slat should be of suitable length for person applying poison.

12. In preparing mixture for making application, mix at the rate of 1 pound of poison in 1 gallon of water. Stir thoroughly. Then slowly add 1 gallon of molasses and stir thoroughly. The mixture should be

kept well stirred at all times. Apply with mop held in front of worker so as to strike the cotton plant 1 to 2 inches below the bud, pushing the plant over so that the majority of the poison is applied to the underside of leaves and on stems. Poison should be applied the same day as it is mixed.

13. This method is simple, cheap and effective. But like any other farm operation, it should not be done in a haphazard way and should be closely supervised.

14. Watch fields carefully and apply first application of sweetened poison just as the stalk "bunches" in the top and just before the first square appears. Repeat with two to three other applications at intervals of 5 to 7 days. Fully 90% of those who use sweetened poison wait too long in making first application. If an application is washed off by rain inside of 24 hours, repeat application, as soon as possible. Where possible, apply poison in afternoon.

OTHER RECOMMENDATIONS

15. Pick up and burn all fallen squares, especially during the first 3 weeks of blooming.

16. The use of calcium dust is not recommended except under abnormally heavy weevil infestation and then in amounts not exceeding 2 pounds per acre (mixed with 2 pounds of hydrated lime). Equipment for proper dusting is expensive and atmospheric conditions under which it must be applied are very exacting. Many farmers have suffered heavy losses to cotton, other crops and permanent soil damage as a result of the use of calcium arsenate dust. If sweetened poison is properly used there will be practically no need to consider the use of dust.

17. Keep up with the picking of cotton as closely as possible, picking only when perfectly dry. Seed cotton stored for 2 to 3 weeks and stirred when necessary will make a better grade of cotton.

18. Gin cotton only when perfectly dry, then only on a gin in good mechanical condition. Dry seed cotton left on an unprotected wagon at night and exposed to dew, frost, or other moisture will not gin smoothly.

19. All stalks should be destroyed immediately after picking. If possible, this should be done at least two weeks before the first frost.

20. Build up your soil by plowing under winter cover crops and summer legumes.

21. Experiments at the Pee Dee Experiment Station were reported by Supt. E. E. Hall showing that 2 tons per acre (approximately 2 two-horse wagon loads) of good stable manure in the drill is equivalent to 400 pounds per acre of a high grade fertilizer in producing cotton.

These suggestions represent the best information gathered from Extension Service, Experiment Stations, the experience of many successful farmers and our own.

The 1-1-1 Early Method of Weevil Control has been used by our company for the past 17 years. We find it to be effective, cheap and fool proof. We are making more pounds of seed cotton and lint per acre than we have ever made before the advent of the weevil. The general use of this method by South Carolina and North Carolina farmers is reflected in the higher state average acre yields of these states. It is recommended for general use by all the Carolinas, Virginia, Georgia, Florida and Alabama cotton farmers and to farmers in all sections where spring weevil emergence is heavy.

Applying the 1-1-1 mixture for weevil control to young cotton. Inset shows materials necessary for this operation.





Tagging a selected cotton plant. Each year we select between forty and fifty thousand plants—the foundation material for our cotton plant breeding program.

The cotton from each selected plant is ginned separately and lint percentage determined on accurate precision scales.



Foundation stock of our future tobacco breeding program. J. V. Williamson, tobacco breeder, inspecting bagged plants in one of our main tobacco breeding fields.

Showing section of 22-acre small grain breeding plot containing over 36,000 test rows. Here are bred superior varieties and strains of oats, wheat and rye.



Cotton class room of Coker Cotton Company where lint samples of our commercial crop and increase plots are classed.

Group of Sumter County, S. C., farmers inspecting our cotton wilt breeding and test plots.



This Halifax County, N. C., group visited us in January 1940 to discuss our cotton varieties and weevil control recommendations.



All of our 1940 cotton crop was bagged in cotton bagging.



Mr. George J. Wilds, President and Director of plant breeding, photographed with an outstanding row of Coker 200 Strain 2 cotton.



Mr. Ross D. Hughes, Blytheville, Ark., planter, inspecting portion of 125-acre field of Coker 100 Strain 3 Cotton which was selected by the National Cotton Picking Association for their First Annual Picking Contest.



Showing the beginning of the First National Cotton Picking Contest held at Blytheville, Ark., October 15, 1940.



COKER'S PEDIGREED ELLIS CORN

We have been breeding the Ellis variety since 1919 and consider it the safest corn to plant year in and year out that we have ever bred, grown or tested. It is not spectacular but is dependable.

Our breeding work has been carried on continuously in an effort to further increase its yield and maintain its other desirable qualities. As a result of this work, our present strain of Ellis averages a much higher percentage of 2-eared stalks. Its stocky, sturdy plants are very drought resistant and make it the best and most dependable yielder for light, sandy soils that we know of, and it is, of course, an even better producer on good soils.

DESCRIPTION

Plant: Stocky, strong, ears set medium low.

Ears: Mostly 2; 7 to 10 inches long; about 2½ inches in diameter; 16 to 18 rows.

Cobs: White.

Grains: Dimple dent; white to cream colored; medium deep; hard and flinty.

Weevil Resistance: Excellent—the best of any white variety we know of.

Drought Resistance: Very good.

Season: 130 to 150 days.

PRICES: \$5.00 per bushel; \$4.50 per bushel in five bushel lots, f.o.b. Hartsville, S. C.

Coker's Pedigreed Garrick Corn

"GOOD FOR SEED OR SILAGE"

A vigorous grower, 8 to 10 feet tall under average field conditions. When well-manured on fair to good soil with sufficient rainfall, it will make a growth of from 12 to 18 feet and a yield of 15 to 20 tons of silage per acre.

Garrick is also a heavy producer of grain. It makes a hard, flinty, white grain (has white cob) and is excellent for home use or milling purposes.

DESCRIPTION

Season: Medium to late.

Cob: White.

Grain: White, flinty, medium deep.

Ears: Two to four to stalk.

Weevil Resistance: Good.

Stalk: Vigorous grower.

PRICES: \$5.00 per bushel; \$4.50 per bushel in 5-bu. lots, f.o.b. Hartsville, S. C.

HYBRID CORN PROGRAM

Mr. Charles L. Davis joined our plant breeding staff in 1940 as corn specialist. Mr. Davis is a graduate of N. C. State Department of University of North Carolina, having received his B.S.A. degree in 1935 and his M.S.A. degree in 1940. He took his Major in Plant Breeding under Dr. Harvey, corn specialist, and is thoroughly familiar with the latest and most up-to-date methods used in hybrid corn breeding.

Hybrid corn is one of the new-comers to our rapidly expanding breeding program. This work was begun by us on a small scale in 1939 upon the suggestion of a number of Southern Agricultural leaders and requests from many of our other loyal friends throughout the south. From this small beginning we have increased to approximately 8,000 inbred lines which will be planted in our breeding plots this year.

In selecting material for our foundation stock we were able to secure samples of the leading open-pollinated varieties from North Carolina, South Carolina, Georgia, Florida and Texas. We were also able to obtain small samples of some outstanding breeding material from the U. S. Department of Agriculture, Washington, D. C., and from several hybrid corn breeders in the corn belt.

The development of an adapted hybrid corn requires at least five generations of inbreeding, accompanied with very extensive testing, and rigid selection for yield and other desirable characteristics.

Some of the outstanding features of a well adapted hybrid corn are:

- 1—Increase yield of 25% or more over open-pollinated varieties.
- 2—Stiff stalk, to avoid lodging.
- 3—Good quality grain.
- 4—Long shuck to protect the ears from weevils.
- 5—Disease resistance (especially Smuts & Rots).
- 6—Drought resistance.

These are some of the things we are breeding for and hope to be able to offer in the future.



OUR GUERNSEY BREEDING PLANT

We have been breeding pure bred Guernsey cattle since 1921 and can offer our customers both male and female for foundation stock from a herd accredited negative to contagious abortion and tuberculosis.

For a number of years we have been accredited by Golden Guernsey, Inc., to use their nationally known trade mark on our milk. Our dairy is inspected by their representatives regularly.

Our dairy is located on Darlington highway on our Hartsville plantation where you not only can see our dairy but our cotton variety test, grain plots and increase fields. We have one room devoted entirely to our visitors where during the summer months the famous Darlington County watermelons are served in season.

We invite you to pay us a visit.



This photograph shows four daughters of our senior herd sire Silver Ophir. Eleven of his daughters averaged 13,120 lbs. milk and 739 lbs. fat.

OUR METHOD OF HANDLING COTTON SEED

Our constant aim is to produce the finest seed that can be anywhere obtained. To accomplish this purpose, no single detail that makes for quality can be neglected. Following the long and arduous task of breeding a superior variety or strain of seed, the growing, harvesting, ginning and all other phases of handling must likewise receive the most careful attention. The following step by step description shows how our seed are handled, from field to bag, to insure maximum quality.

1. Our seed fields are selected with care. All are so located as to permit regular observations. Best cultural and weevil control measures are used.
2. Fields are carefully inspected and all variant or off-type plants are destroyed.
3. Our cotton is harvested as promptly as possible to protect both seed and lint against possible weather damage.
4. All cotton is carefully conditioned before ginning so as to give the best sample of seed and lint.
5. Our cotton is ginned on private gins where a rigid schedule is maintained to insure purity.
6. The seed from each individual bale is bagged separately and given a lot number. This number appears on tags both inside and outside the bag. From this number we can trace the complete history of any bag of seed.
7. Our first ginned seed are put up in half bags which are turned daily to prevent heating.
8. After the seed are sufficiently dry, they are stacked in well-ventilated warehouses, with ample space between each stack, and allowed to further cure out.
9. Germination samples are taken from each bag of seed and two preliminary tests are run on the seed from each bale.
10. When preliminary tests are complete on a particular variety or strain of seed, the whole lot is assembled in our mixing warehouse. Each bag is opened and carefully examined. The seed are relotted according to germination, where grown and time of ginning. All lots are then blended together in a series of five mixings which results in the seed running uniform throughout the entire lot. This eliminates the possibility of a difference in stand between two or more bags of seed of the same variety or strain, due to differences in germination, size of seed, amount of lint on seed or other variations that might otherwise exist.
11. After blending, our seed are thoroughly re-cleaned on a specially constructed 24-ft. screen and air cleaner.
12. Our cotton seed are all treated with 2% Ceresan as an aid in securing and maintaining stands.
13. After re-cleaning and treating, our seed are re-sampled and again tested for germination. Although our minimum standard is 80%, our seed are running much higher this year due to the ideal weather of last season.
14. Each bag of seed that we ship carries a tag which gives a complete analysis of the seed. If for any reason a customer receives a bag of seed which he feels does not measure up to the prescribed standard, we will consider it a favor if he will immediately call the matter to our attention.

Photos Read from Left to Right.



A seed field of Coker 100 Strain 4.
Yield: 940 lbs. lint per acre.



Drawing cotton seed samples for germination tests.



Blending seed into uniform running lots.



C.R. tag and seal are affixed after final inspection.



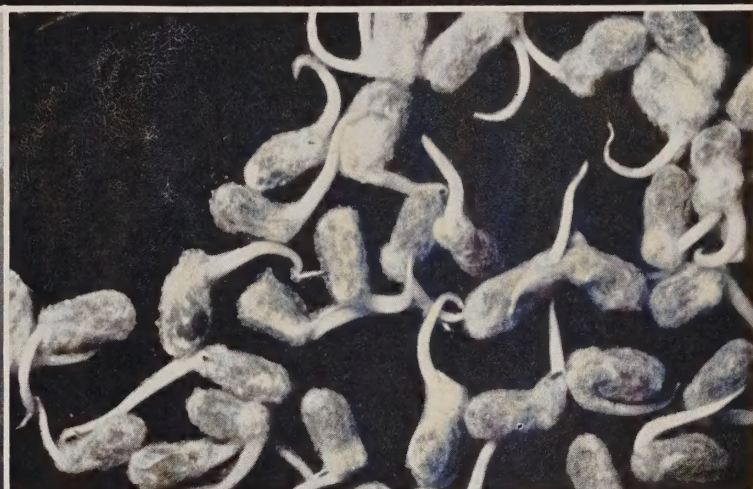
Inspecting a seed field to safeguard purity of variety.



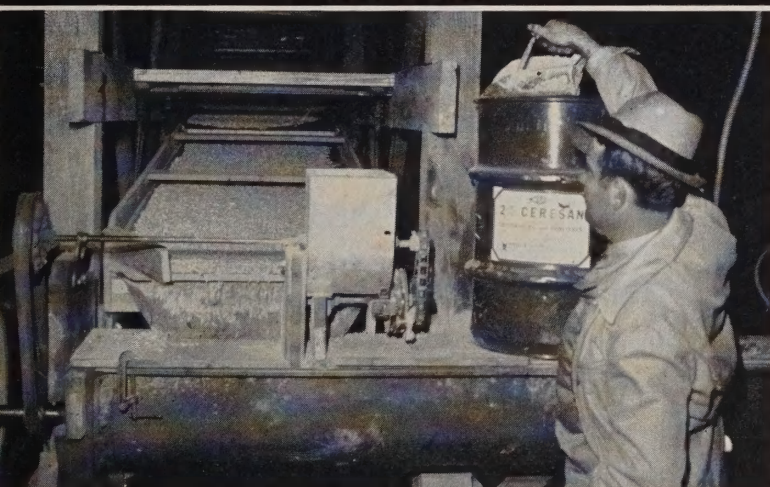
Sufficient pickers are employed to harvest crop promptly.



Trained workers determine the germination of each lot of seed.



Healthy seed sprouts like these produce strong, healthy plants.



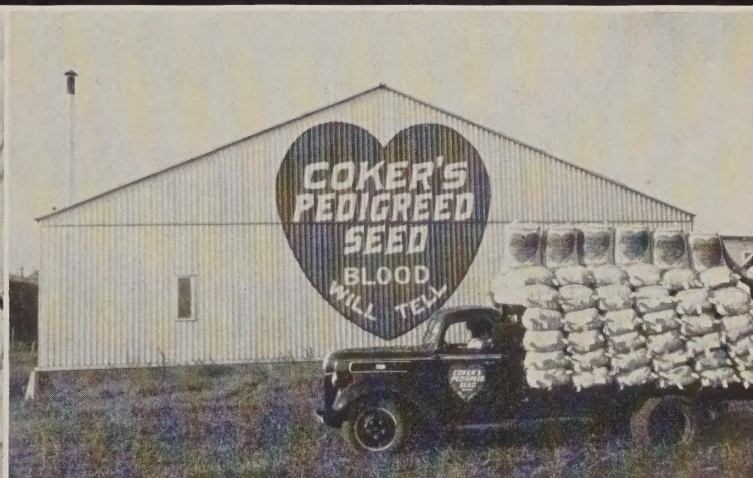
Recleaning and treating with Ceresan.



Showing uniformity of seed after blending.



Section of one of our well-ventilated warehouses.



The final product—a truckload of Coker's Pedigreed Cotton Seed.

BUSINESS TERMS

OUR RESPONSIBILITY: Our seed are all carefully tested for germination and purity before shipment. (See article on pages 22 and 23 on care in handling.) Attached to every bag of seed we ship is a card on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted for there are many reasons for imperfect germination of planted seeds other than their vitality. In no case, do we give any warranty expressed or implied as to the productivity or performance of our seed.

OUR CLAIMS: The claims we make for our seed are based on their actual performance in our breeding plots, variety tests and increase fields. They are ALL bred, grown, prepared, tested and stored under our personal supervision and control.

NO SEED BOUGHT: We do not buy seed for resale, either those grown from seed purchased from us or from any other source whatever. Our business is in originating, breeding, growing and selling superior varieties of field seed for the South. However, we are always glad to assist our customers in disposing of their surplus "first year from Coker" seed by referring inquiries to them whenever possible.

ONE PRICE POLICY: Our Company has, since its beginning, strictly adhered to the policy of selling its products on one schedule of prices to all. These prices are based on the quantity of the purchase and are published in our catalogs, price lists and pamphlets.

YOUR PROTECTION: Our seed are all sent out in bags labeled "COKER'S PEDIGREED SEED" and bearing our Registered Red Heart Trade Mark. Each bag also bears our O.K. tag and is officially sealed before leaving our warehouse. No seed is genuine "COKER'S PEDIGREED SEED" unless it bears our official O.K. under seal and our Registered "TRADE MARK." Protect yourself by insisting upon having only seed bearing our official O.K. tag and Registered Trade Mark.

EFFECT OF GROWING CONDITIONS: The length, percentage of lint and boll size of every variety of cotton will vary under varying conditions of soil fertility, culture and rainfall. Our descriptions are based on the actual records that our cottons have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a shorter staple, reduced yields and smaller bolls—no matter what variety is planted.

COKER'S PEDIGREED SEED COMPANY
HARTSVILLE, SOUTH CAROLINA

